

AN ORDINANCE

00-0-0859

BY

**AN ORDINANCE TO PROVIDE FOR
CORPORATE SPONSORSHIP (NAMING
RIGHTS) OF CERTAIN CITY
OWNED FACILITIES AS A SOURCE
OF GENERAL FUND REVENUE AND
FOR OTHER PURPOSES**

WHEREAS, the city of Atlanta owns, maintains and operates various parks and other facilities; and

WHEREAS, throughout the country, those involved in property ownership and property management are being rewarded via a new revenue system – corporate sponsorships; and

WHEREAS, the city of Atlanta has the potential to realize millions of dollars by exploring this concept with various corporations and organizations; and

WHEREAS, certain city owned facilities could generate monies to the general fund of the City of Atlanta:

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA,
GEORGIA as follows:**

Section 1. It is the intent of this ordinance to cause the naming of certain city-owned facilities to be modified so as to include therein, a revenue-producing component.

Section 2. The purpose of this initiative is only to confer naming rights and shall not confer any management, operational, ownership or other controlling rights with respect to publicly-owned facilities.

Section 3. The name modification process shall exclude companies whose products are deemed to be injurious or hazardous to the health, safety and welfare of the public, such as alcohol, tobacco, fire arms, and adult-oriented materials and products.

Section 4. The Purchasing Agent of the City of Atlanta is requested (1) to secure the services of a consultant to assist the city in this regard and (2) to solicit bids or proposals for potential companies or firms to effectuate this initiative.

Section 5. Upon the selection of a company or firm, it is the intent of the Atlanta City Council to modify the official name of certain city-owned facilities with the name of the successful company or firm.

Section 6. That all ordinances and parts of ordinances in conflict herewith are hereby repealed.